

CLAIM AMENDMENT

1. (original) A container having a lenticular area affixed on the container surface,

said area having an outer surface constituted by a plurality of lenticular lenses,

said lenticular lenses formed onto the outer surface by a process selected from the group consisting of pre-embossing the film label, embossing by an engraved portion of the injection mold while simultaneously forming the bottle, and embossing with an embossing plate within a label-affixing machine,

said lenticular lens having a composite image formed by a plurality of parallel image lines facing into the container,

said lenticular lens areas on containers selected from the group consisting of flat-faced and curved containers in which the graphics on the curved containers are selected from the group of a complete image wherein the print image lines are compressed to provide a complete image which matches the optics of the pitch of the lenticular lens grid in its curved orientation and the non compressed print alignment to produced visual illusionary effects of image lines going into a clear container.

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2.(original) A process for producing plastic material having parallel lenticular emboss-to-print line alignment to produce complete evenly changing left-right and up-down graphics comprising the steps of rotary embossing optical ridges on a plastic film with a cylinder having parallel indexed annular grooves, cutting said film at right angles to the coherent axis of the cylinder and parallel to the parallel embossed ridges, and guiding parallel film edges into the printing presses parallel to edge guides which presses have their printing plates with line indicia aligned parallel to the edge guide, thereby to print the line indicia parallel to the film edge and mutually embossed ridges.

3. (original) The process as defined in claim 2, further comprising cutting the film at right angles to the axis of the film, thereby to create sheets for sheet presses.

4. (original) The process as defined in claim 2, further comprising guiding the embossed plastic film with devices producing sensory response to the differential of parallel ridges, valleys, and edges into presses selected from the group consisting of printing presses and laminating presses.

5. (original) A process for producing a material having parallel lenticular emboss to
Film edge alignment comprising the steps of
printing parallel line indicia or register marks in the margin on film,
guiding the parallel line printed film with optical sensors reading the parallel lines
or marks in order to align the print lines straight into the embosser,
and rotary embossing the preprinted film with ridges parallel to the print lines with
a cylinder having indexed annular grooves by a step selected from the group
consisting of cast coating, hot embossing, cold embossing, and laminating.

6. (original) A process for producing plastic material having parallel lens ridge to print line
alignment comprising the steps of
printing lines of parallel clear medium forming parallel ridges, and
printing mutually parallel print lines by a step selected from the group consisting of
printing in line and off line presses.

7. (original) The process as defined in claim 6,
wherein the order of the steps is reversed.

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8. (original) A process for producing plastic material having parallel lenticular emboss-to-print line alignment comprising the steps of

printing parallel lines of clear medium, and printing a full and continuous image wherein the alternating lines of ink making contact with said clear medium are repelled leaving these medium lines clear and without print.

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9. (original) A process for producing plastic material having parallel lens to print line alignment comprising the steps of

printing parallel lines of raised clear medium, and printing a full and continuous image wherein said parallel raised clear medium lines act as an inking system to automatically register ink only to said raised lines of clear medium and prevent the transfer of ink to the lower adjacent portions therebetween.

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10. (new) A process for producing plastic material having lens to print line alignment comprising the steps of
printing parallel line indicia, spreading and curing a flood coat over the printed surface, and printing lines of clear resin to form the parallel light directing portions on top of said flood coat in parallel registration with said parallel image strips below.

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11. (new) A process for forming an optical system comprising:

- A. providing a transparent sheet,
- B. forming parallel light directing portions on said transparent sheet,
- C. printing parallel image strips in alignment with said parallel light directing portions,
- D. wherein said method comprises a step of aligning said light directing portions with said image strips.

12. (new) The process of claim 11, wherein the step of aligning comprises embossing said light directing portions with an engraved cylinder, having means for forming light directing portions, said means being at right angles to the cylinder axis, cutting said transparent sheet with knife mechanism at right angles to said engraved cylinder, having an edge guide at right angles to said engraved cylinder, and providing a print cylinder set squarely with said edge guide for printing parallel image strips in register, mutually parallel to the parallel light directing portions of the sheet.

13. (new) The process of claim 12, wherein the step of aligning further comprises cutting the web at right angles, forming sheets, aligning said sheets by edge guide and gripper bar squarely into the printing press.

14. (new) The process of claim 11, wherein the step of aligning comprises using a sensory device to produce a sensory response to the differential of parallel ridges and valleys of the parallel light directing portions, aligning said parallel image strips to said light directing portions by the use of said sensory response.

15. (new) The process of claim 11, wherein the step of aligning comprises reading the parallel image strips by an optical sensor in order to align the parallel image strips straight into the embosser.

16.(new) The process of claim 11, wherein the step of aligning comprises laying down clear medium lines forming parallel light directing portions, and printing mutually parallel image strips on the reverse side of the sheet in register, by aligning a clear medium application cylinder and a print cylinder.

17. (new) The process of claim 11, wherein the step of aligning comprises printing the parallel image strips, spreading and curing a flood coat over the printed surface, and printing lines of clear resin to form the parallel light directing portions on top of said flood coat in parallel registration with said parallel image strips below.

18. (new) The process of claim 11, wherein the step of aligning comprises printing parallel lines of ink repelling clear medium parallel to the parallel light directing portions, printing a full continuous image wherein the alternating lines of ink making contact with said clear medium ridges are repelled leaving these clear medium lines without ink, while ink does adhere to the adjacent alternating stripes without said ink repelling clear medium.

19.(new) The process of claim 11, wherein the step of aligning comprises printing parallel raised lines of clear medium, and printing a continuous image wherein said parallel raised clear medium lines act as an inking system to automatically register ink only to the clear medium lines, and prevent the transfer of ink to the lower adjacent portions.

20. (new) A machine for forming an optical system on a transparent sheet in accordance with claim 11, comprising:

- A. An embossing cylinder for forming parallel light directing portions on said transparent sheet,
- B. a printing plate for printing parallel image strips on top of one another on said transparent sheet,
- C. a means for aligning said parallel image strips in register, mutually parallel with said parallel light directing portions.